



Global Development



Connect. Collaborate. Prosper.

**2008 USAID Development 2.0 Challenge submissions**  
**CROSS-CUTTING PROGRAMS**

- 1) AfriAfya Smartphones For Eastern Africa
  - 2) The Earth Intelligence Network's "Mobile Intelligence For Mobile Democracy" Initiative
  - 3) FamConex: Connecting Families Across Borders
  - 4) Finding The Flow
  - 5) MassConnect - Connecting The Masses For Global Good!
  - 6) M-GOVERANCE Or Project 1888
  - 7) A Million Points Of Light
  - 8) RESDIDA: Mobile Content Distribution Platform To Scale Organizations' Reach To Poor Communities
  - 9) SMS Public Notification System (SPNS)
  - 10) SmsVani (Sms2web Broadcast To Enable Microphilanthropy)
  - 11) Social Networking To Improve Advice On Development Priorities To Incoming Administration
  - 12) Sondeo! - Mobile Canvassing
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## 1) AfriAfya Smartphones For Eastern Africa

**Purpose:**

Allow people to use smartphones to access medical and development information from already established Health and Development Information Resource Centers.

**Where it has worked:**

Not yet implemented. Pilot program intended for South Sudan, to be expanded to other communities in East Africa.

**Business model:**

Not specified.

**Tech approach:**

Smartphones and central database.

**Other partners/funding sources:**

Not specified.

**Project URL:** <http://www.afriafya.org/>

**Contact Info:**

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## 2) The Earth Intelligence Network's "Mobile Intelligence For Mobile Democracy" Initiative

**Purpose:**

Use mobile phones and central call centers with internet access to create development intelligence networks where information is collected and distributed regarding, for example, health epidemics, inoculation campaigns, and sources of clean water.

**Where it has worked:**

Not yet implemented.

**Business model:**

Not specified.

**Tech approach:**

Voice and text messaging and call centers.

**Other partners/funding sources:**

None indicated.

**Project URL:** <http://mobile-democracy.re-configure.org>

**Contact Info:**

### 3) FamConex: Connecting Families Across Borders

**Purpose:** Use iPhones and social media applications to preserve cultural/family ties and support cultural identity among children whose families live on both sides of the US-Mexico border.

**Where it has worked:** Not yet implemented. Project is planned for families in the U.S. and Mexico.

**Business model:** Dependent on grants and volunteers.

**Tech approach:** iPhones and social applications such as Twitter.

**Other partners/funding sources:** Floaters Organization and Transitions: A Place for Dreams

**Project URL:**

**Contact Info:**

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### 4) Finding The Flow

**Purpose:** Provide "density maps" of cell phone users in geographical areas of interest to serve as a proxy for population density. This information can be used to gauge supply and demand and degree of congestion.

**Where it has worked:** Not yet implemented.

**Business model:** Users would be charged for use of density maps, either on a monthly basis or per use. Revenue could be shared with the mobile service provider.

**Tech approach:** Geographic information system.

**Other partners/funding sources:** None indicated.

**Project URL:** n/a

**Contact Info:**

## 5) MassConnect - Connecting The Masses For Global Good!

**Purpose:** Uses social networking and targeting to create an environment for rapid development and deployment of mobile & web2.0 software.

**Where it has worked:** Not yet implemented.

**Business model:**

1. MassConnectApplications: We receive a percentage of any application sale. If transactions occur in the applications we receive a percentage of each transaction.
2. MassPromote: Targeted advertising revenue
3. MassData: Data collection will be mined, sorted and monetized.

**Tech approach:** Categorize users based on preferences, geo location(GPS), and user behavior to create a qualified user targeting server. Provide an API and allow developers to build applications on the MassConnect Network and launch those applications to user communities who are in need of specific software.

**Other partners/funding sources:** None indicated.

**Project URL:** n/a

**Contact Info:**

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## 6) M-GOVERNANCE Or Project 1888

**Purpose:** Use call centers and SMS dissemination to increase public knowledge of state and local government development initiatives.

**Where it has worked:** Not yet implemented.

**Business model:** Public-private partnership.

**Tech approach:** SMS and an estimated 35 call centers with a toll-free number

**Other partners/funding sources:** None indicated.

**Project URL:** n/a

**Contact Info:**

## 7) A Million Points Of Light

**Purpose:** Collect data from remote populations through short SMS surveys.

**Where it has worked:** Not yet implemented.

**Business model:** Respondents to SMS surveys are rewarded with mobile phone credits or mobile banking transfers. Project contracts with donors, NGOs, and governments to conduct polling and build initial data sets. Data is then made available to others by subscription.

**Tech approach:** SMS, mobile banking.

**Other partners/funding sources:** None indicated.

**Project URL:** n/a

**Contact Info:**

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### **8) RESDIDA: Mobile Content Distribution Platform To Scale Organizations' Reach To Poor Communities**

**Purpose:** Develop a simple platform for channel-based mobile content distribution, two-way messaging, and project monitoring and evaluation (M&E).

**Where it has worked:** Working prototype is in development for release in 2009. Resdida will pilot the platform with 1-3 organizations to fully test its capabilities, make changes and prepare for broader rollout.

**Business model:** Six revenue streams are leveraged to maintain affordability with less than 3 channel partners and about 44,000 subscribers, which is less than 2% of the attainable market in our initial target country. Costs are kept low through strategic partnerships and careful leverage of technology.

**Tech approach:** The platform allows for localized content creation and syndication, creation of content "channels", a wide array of distribution options, group profile management, two-way messaging (e.g. surveys automatically populate responses to a reporting module), and public service announcement capabilities.

**Other partners/funding sources:** Not specified.

**Project URL:** [www.resdida.com](http://www.resdida.com)

**Contact Info:**

## 9) SMS Public Notification System (SPNS)

**Purpose:** Launch a website where customers create their own SMS broadcasting system as easily as signing up for an e-mail account.

**Where it has worked:** Not yet implemented. Intended for Tanzania and other African countries.

**Business model:** SPNS will be sold to high-potential clients like public utilities, and marketed to the public via media outlets and outdoors using the funds obtained from clients.

**Tech approach:** SMS broadcasting.

**Other partners/funding sources:** None indicated.

**Project URL:** n/a

**Contact Info:**

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## 10) SmsVani (Sms2web Broadcast To Enable Microphilanthropy)

**Purpose:** Catalyze micro-philanthropy by using an SMS message board to aggregate needs from a community. Incoming needs are classified, tagged and broadcast on the web to enable patrons worldwide to respond to in cash or kind.

**Where it has worked:** Prototype developed and publicly demonstrated at MIT.

**Business model:** Plan to offset operational expenses by utilizing the same backend software for other commercial applications (ads, value added services).

**Tech approach:** SMS & GIS (needs are displayed using mash-up of craigslist and Google Maps interfaces).

**Other partners/funding sources:** None indicated.

**Project URL:** n/a

**Contact Info:**

## 11) Social Networking To Improve Advice On Development Priorities To Incoming Administration

**Purpose:** Harness public participation by soliciting and ranking recommendations relevant to USAID made to the new Administration, promoting transparency, democracy, and creativity.

**Where it has worked:** Not yet implemented.

**Business model:** Not specified.

**Tech approach:** Online posting and ranking similar to NetSquared competition.

**Other partners/funding sources:** None indicated.

**Project URL:** n/a

**Contact Info:**

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## 12) Sondeo! - Mobile Canvassing

**Purpose:**

Input canvassing data directly into a database using SMS.

**Where it has worked:**

Not yet implemented.

**Business model:**

Not specified. Sondeo will be open source.

**Tech approach:**

SMS and a central database. Easy-to-use, online interface for canvassers.

**Other partners/funding sources:**

None indicated.

**Project URL:** [www.yosondeo.com](http://www.yosondeo.com)

**Contact Info:**